

## Message Text

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TO SECSTATE WASHDC 5414

INFO USDOC WASHDC

AMCONSUL CASABLANCA

UNCLAS RABAT 2347

E.O. 11652: N/A

TAGS: BEXP, MO

SUBJECT: CASABLANCA TRADE FAIR

1. EIGHTEEN-DAY CASABLANCA BIENNIAL INTERNATIONAL TRADE FAIR CLOSED SUNDAY WITH WELL OVER HALF MILLION PEOPLE HAVING VISITED AMERICAN PAVILION. THIS MOST AMBITIOUS DEMONSTRATION OF AMERICAN COMMERCIAL PRESENCE IN MOROCCO EVER PRESENTED AT CASA FAIR WAS HIGHLY SUCCESSFUL AND GENERATED MORE THAN EXPECTED AMOUNT OF BUSINESS INTEREST. USIA-MOUNTED WILD WEST EXHIBIT WAS HIGHLIGHT OF PAVILION AND DREW ENTHUSIASTIC CROWD.

2. THE TWENTY-EIGHT US COMMERCIAL PARTICIPANTS EXPRESSED COMPLETE SATISFACTION WITH PAVILION AND SUPPORTING SERVICE PROVIDED. SEVERAL AGENCY AGREEMENTS AND SALES MADE, AS WELL AS NUMBER OF CONTACTS FOR FUTURE BUSINESS. ALTHOUGH FAIR WAS NOT EXPECTED TO GENERATE LARGE AMOUNT OF SPOT SALES, IT WAS DEFINITE PLUS FOR MOST EXHIBITORS.

3. US PAVILION WAS LARGE (1000 SP. M.) BUILDING OF ATTRACTIVE AND INTEGRATED DECOR AND WITH US EMBLEMS AND FLAG PROMINENT ON FACADE. COMMERCE FAIR DIRECTOR HARWOOD SAYS PAVILION WAS BEST IN HIS EXPERIENCE IN TERMS OF QUALITY AND SCALE OF PROJECT AS AGAINST VERY LOW BUDGET COST, ALSO MOST HEAVILY VISITED. THE LARGE NUMBER OF UNSOLICITED COMPLIMENTS FROM VISITORS SUPPORT HIS JUDGMENT. HIGHLIGHT WAS AMERICA DAY RECEPTION, WITH

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BIGGEST CROWD EVER TO ATTEND US EVENT IN CASABLANCA.

SOME 12-1500 PEOPLE INCLUDING GOVERNOR AND MINISTER  
JAMMED PAVILION FOR A RECEPTION BUILT ON WILD WEST  
THEME, WITH APPROPRIATE AMERICAN FOOD AND DECOR.

4. AS "COMMERCIAL PRESENCE" AND POLITICAL EVENT,  
PARTICIPATION WAS SUCCESSFUL FAR BEYOND OUR ANTICIPATION  
AND, AS NOTED, BUSINESS INTEREST GREATER THAN EXPECTED.  
PAVILION DIRECTOR AND HIS LOCAL STAFF PERFORMED SUPERBLY  
FOR EIGHTEEN CONSECUTIVE FOURTEEN-HOUR DAYS. GREAT  
CREDIT DUE CASA COMMERCIAL OFFICER FISHER, RABAT  
ECON/COMMERCIAL OFFICER WRIGHT, USIS EXHIBIT DESIGNER  
VORHES AND USIS/CASA AND RABAT, AND ALL OF CASA CONSULATE  
STAFF. USDOC AND USIA/WASHINGTON SUPPORT WAS EXCEPTIONAL  
AND ESSENTIAL. CASA FAIR WAS AN OUTSTANDING EXAMPLE OF  
IMAGINATIVE AND EFFECTIVE PROMOTION OF US COMMERCIAL AND  
POLITICAL INTERESTS IN MOROCCO AT REMARKABLY LOW DOLLAR  
COST AND WITH GREAT CREDIT TO ALL WHO CONTRIBUTED.

5. ALL OF THIS WAS DONE FOR JUST OVER \$50,000 OF WHICH  
MORE THAN HALF PAID BY EXHIBITORS. ON THE BASIS OF THIS  
EXPERIENCE, WE STRONGLY RECOMMEND A COMPARABLE US EFFORT  
IN NEXT CASA FAIR, TWO YEARS HENCE, HOPEFULLY WITH  
INCREASED BUDGET THAT WILL NOT REQUIRE THE AMOUNT OF  
IMPROVISING AND SPECIAL EFFORT NECESSARY THIS TIME TO  
PRODUCE SO LARGE A RESULT FROM SUCH LIMITED FUNDS. WE  
HAVE RARELY GOTTEN SO MUCH RETURN ON SO LITTLE USG  
MONEY BOTH IN POSITIVE IMPACT ON LARGE PUBLIC AND IN US  
BUSINESS EXPOSURE.

6. DETAILED REPORTS WILL FOLLOW.NEUMANN

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